

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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October 24, 1953

Administration Farm Policies

The National Agricultural Advisory Committee met for three days this week to consider the Administration's farm policies. Dean W. I. Myers, chairman of the group, made it clear there would be no announcements on the Committee's deliberations.

The President had announced 10 days ago that the Committee was to be called together "to launch the final phase" of charting a new farm program.

Secretary Benson was present at the Committee meetings.

USDA Reorganization

Secretary Benson announced this week that former President Herbert Hoover has endorsed the proposed reorganization of USDA.

Meat Inspection Regulations

Notice is given in the *Federal Register* of October 20 that the Production and Marketing Administration, USDA, proposes to amend the Meat Inspection Regulations. Among the proposals are amendments to definitions and standards of identity for ham spread, tongue spread, chopped ham, and pressed ham.

The proposed amendments were published as part of the notice. PMA will receive written data, views or arguments concerning the proposed amendments within 15 days after the date of publication.

Grades for Peeled Potatoes

Notice is given in the *Federal Register* of October 22 that the Production and Marketing Administration, USDA, has extended until January 15, 1954, the deadline for submitting views and comments on proposed standards for grades of peeled white potatoes.

The proposed standards were published in the *Federal Register* of September 5.

Convention Exhibit of Canning Machinery and Supplies

The 47th Annual Exhibit of the Canning Machinery & Supplies Association will bring to the 1954 Convention 137 exhibits presenting the latest developments in processing machinery, supplies, and services.

Through Pullman Service to Atlantic City

To facilitate travel from all points in the United States to Atlantic City, the Pennsylvania Railroad is making arrangements to schedule through cars. Arrangements for accommodations in the through cars may be made with the ticket offices of the various railroads throughout the country.

U. S. Sugar Program

How the U. S. sugar program operates is explained in a bulletin issued by the Production and Marketing Administration, USDA. The booklet describes the operation of the quota system and the system of benefit payments to growers, reviews sugar policies and programs of the U. S. since 1789, and explains the operation of special sugar legislation since passage of the Jones-Costigan Act in 1934.

Copies of the bulletin, *The U. S. Sugar Program*, may be obtained upon request to the Office of Information Services, PMA, USDA, Washington 25, D. C.

Schedule for Reporting Wholesale Distributor Stocks

Beginning November 1, the Bureau of the Census will resume its periodic reporting of distributors' stocks of the principal canned foods.

During the 1953-54 marketing season, reports will cover stocks on hand November 1, January 1, April 1, June 1, and July 1. Stocks in sizes No. 10 and larger will be measured separately only in the January 1 report.

The forthcoming canners show, to be presented in the Atlantic City Convention Hall, will occupy the entire main floor and stage, amounting to 102,000 square feet of exhibits. Exhibitors and technical personnel again will be at the show to assist food processors in examining the equipment on display.

The canners show will open Saturday morning, January 23, and continue for five days through Wednesday, January 27. The closing hour each day will be 5:30 p.m., except on the final day when it will be 3:30 p.m.

As in the past, at 5 p.m. each day door prizes will be awarded by the C.M.&S.A. to lucky food processors. The door awards will be drawn at 3 p.m. on Wednesday.

A restaurant again will be located on the left side of the stage in the rear of Convention Hall, readily accessible to visitors. The restaurant will be open while the exhibit is open.

Final plans for the 1954 canners show will be discussed by the C.M.&S.A. board of directors at a meeting in Milwaukee November 8.

Panama Labeling Regulations

Panama has issued new labeling regulations covering all packaged, bottled, and canned foods, effective October 15.

According to *Foreign Commerce Weekly*, official publication of the U. S. Department of Commerce, the regulations require that these food products be plainly labeled in Spanish to show the following information:

"Name or commercial designation of the article; components, if articles involved are other than eggs, meats, etc., specifying the class or type, and mixtures not known under specific names; net weight or volume contents, and quality; country of origin; all artificial or imitation ingredients."

PROCUREMENT

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced purchase of 9,940,985 pounds of canned beef at an average price of 38.91 cents per pound, f.o.b. plant, during the week of October 12. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 101,031,285 pounds.

DEATH

Fern L. Shannon

Fern L. Shannon, 66, who until his retirement a year ago was associated with the W. N. Clark Company of Rochester, N. Y., died October 18.

Mr. Shannon was a leader in the establishment of food technology courses at the New York State Agricultural and Technical Institute at Morrisville and later at Cornell University.

He was a member of the N.C.A. Board of Directors, 1942-45, and served at various times on the Adjustment Committee, Taxation Committee, and the Research Advisory Council. He also served as president of the New York State Canners and Freezers Association.

PERSONNEL

Woodbury Award

The Woodbury Award for the outstanding scientific paper on development or improvement of crops grown for canning was presented this year to Amihud Kramer of the University of Maryland, College Park, Md., for the second time.

The 1953 award was for Dr. Kramer's paper, "A Tri-Metric Test for Sweet Corn Quality," which has been published in the 1952 Proceedings of the American Society for Horticultural Science. The award was presented recently at the A.S.H.S. annual meeting.

The award was established in 1949 by Dr. C. G. Woodbury, retired Director of the N.C.A. Raw Products Research Bureau, through the A.S.H.S. Dr. Kramer was co-author of the paper that won the award in 1952.

Florida Canners Association

The Florida Canners Association elected the following officers last week at the association's annual convention:

President—Ralph L. Miller, Plymouth Citrus Products Cooperative, Plymouth; first vice president—P. H. Fish, California Packing Corp., Tampa; second vice president—John A. Snively, Jr., Snively Groves, Inc., Winter Haven; treasurer—R. C. Lewis, Bordo Products Co., Winter Haven; executive secretary—C. C. Rathbun, Tampa (reelected, 23rd term).

New Association Members

The following firms have been admitted into membership in the N.C.A. since September 19, 1953:

MOUNTAIN VIEW CANNING CO., Seagrave, N. C. Product—Dried beans with pork. Officer—C. C. Smith.

WELL, IRA O., 51 Charles Hill Road, Orinda, Calif. Products—Ripe olives, green ripe olives. Officer—Ira O. Well, owner.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1952	1953	Percent change from 1952
(thousands of dozens)			
Canner stocks, Jan. 1..	57,522	55,300	- 4
Pack, Jan.-Sept.....	95,385	111,790	+17
Supply.....	152,907	167,090	+ 9
Canner stocks, Oct. 1..	47,908	53,630	+12
Canner shipments during Sept.....	12,459	13,546	+ 9
Canner shipments, Jan.-Sept.....	104,909	113,400	+ 8

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of September has been reported by the Bureau of Animal Industry, USDA. However, this report represents only the supply of meat products canned during that period and remaining for civilian consumption. Total production, including quantities for defense, was 110,621 thousand pounds.

Canned Meat and Meat Products Processed under Federal Inspection September, 1953

	3 Lbs. & over	Under 3 Lbs.	Total
(thousands of pounds)			
Luncheon meat.....	9,543	6,945	16,488
Canned ham.....	11,566	201	11,767
Corned beef hash.....	175	5,336	5,511
Chili con carne.....	720	10,173	10,893
Vienna sausage.....	147	3,360	3,507
Frankfurters and weiners in brine.....		282	282
Deviled ham.....		458	458
Other potted and deviled meat products.....		3,371	3,371
Tamales.....	176	3,245	3,422
Sliced, dried beef.....	11	277	288
Liver products.....		90	90
Meat stew.....	216	4,691	4,907
Spaghetti meat products.....	210	3,787	3,998
Tongue (not pickled).....	32	121	153
Vinegar pickled products.....	951	1,442	2,394
Bulk sausage.....		932	932
Hamburger.....	90	12,705	12,801
Soups.....	733	7,857	8,590
Sausage in oil.....	583	326	909
Tripe.....		338	338
Brains.....		336	336
Bacon.....	7	99	106
All other products 20% or more meat.....	382	6,177	6,559
All other products less than 20% meat (except soup).....	278	7,691	7,969
Total all products.....	25,827	80,240	106,067

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense agencies are not included in these items. Total production, including quantities for defense agencies, was 110,621 thousand pounds.

STATISTICS

Stocks and Shipments of Canned Fruits

Reports on canners' stocks and shipments of canned apples, apple sauce, and RSP cherries have been compiled by the N.C.A. Division of Statistics.

Canned Apple Stocks and Shipments

	1952-53	1953-54
(basis 8/10)		
Carryover, Aug. 1.....	1,279,639	178,495
Pack, Aug. and Sept.....	2,238,831	335,695
Supply.....	1,508,470	514,190
Stocks, Oct. 1.....	730,753	299,004
Shipments during Sept.....	427,336	139,440
Shipments, Aug. 1 to Oct. 1.....	777,717	213,186

Apple Sauce Stocks and Shipments

	1952-53	1953-54
(actual cases)		
Carryover, Aug. 1.....	1,306,279	178,804
Pack, July-Sept.....	2,637,385	3,471,762
Supply.....	3,843,664	3,630,566
Stocks, Oct. 1.....	2,087,891	1,690,627
Shipments during Sept.....	974,771	1,535,209
Shipments, Aug. 1 to Oct. 1.....	1,755,773	1,959,939

RSP Cherry Stocks and Shipments

	1952-53	1953-54	Percent change from 1952-53
(actual cases)			
Carryover, July 1.....	212,949	113,039	-47
Pack.....	3,892,094	3,848,629	-1
Total supply.....	4,104,953	3,961,668	-4
Stocks, Oct. 1.....	1,856,143	2,273,723	+22
Shipments, July 1 to Oct. 1.....	2,248,810	1,687,945	-25

Livestock and Meat Situation

Another year of large supplies of meat, with no over-all change in price, is expected for 1954, according to a report by the Bureau of Agricultural Economics on *The Livestock and Meat Situation*.

The meat consumption rate is forecast at 147 pounds per person compared with 151 pounds estimated for 1953, 144 pounds in 1952, and 136 pounds in 1951. Of meat prices, BAE said:

"As supplies are not expected to change greatly, prices of meat may average generally about the same in 1954 as in 1953. Any marked movements up or down would come about in response to changes in consumers' disposable incomes and demand for meat. The present outlook is for incomes to be about the same as in 1953. This would indicate a well sustained demand for meat.

"While this is the general outlook for meat prices in 1954, differences will occur between meats and between seasons. The price of beef will again average lower than it did in the last few years prior to 1953, and pork higher. A wide spread between prices of top and intermediate grades of beef will again prevail in 1954. Merchandising increased quantities of beef from medium and lower grade cattle will continue to be a problem; though progress is being made; and reduced supplies of fed beef will act to lift their prices relative to the lower grades. The likelihood is for prices of pork to be relatively higher early in the year than in the later months when pork supplies will be rising."

Comparison of Shipments Of Canned and Frozen Foods

A comparison of the volume of canned and frozen foods shipped during the 1952-53 season and the average shipments during the 1947-49 period has been compiled by the N.C.A. Division of Statistics.

Canned and Frozen Fruits

Canner shipments of canned fruits during the 1952-53 season amounted to 529 million pounds more than the average for the 1947-49 period, and shipments of frozen fruits last season were 57.4 million pounds above the average—a gain of less than one-ninth that for canned fruits.

The largest increase in shipments was registered for canned pineapple, which accounted for 28 percent of the increase for all of the canned fruits. Second ranking fruit in gain over the 1947-49 average was canned peaches, accounting for almost one-fifth of the total.

All canned fruits and berries showed gains over 1947-49 average shipments except the youngberry-loganberry-boysenberry group, which was down almost to half of the 1947-49 average, and canned raspberries, which were down 1.3 million pounds, or about 12 percent.

Shipments of frozen fruits from processors' hands also showed both gains and losses. Of 12 different frozen fruits, eight showed losses and four gains from the 1947-49 average. Strawberries, with a 68.6 million pound increase, led the next closest

frozen fruit gainer, blueberries, by a 13 to 1 margin.

Canned and Frozen Vegetables

Shipments of canned vegetables from canners' warehouses during the 1952-53 season were 559 million pounds greater than the average shipments during the 1947-49 period, and the apparent disappearance of frozen vegetables last season was 398 million pounds above the 1947-49 average.

Percentagewise, the gain for canned vegetables amounted to about 13 percent of the 1947-49 average and the gain for frozen vegetables was about 88 percent. Or, in 1952-53, for every pound of frozen vegetables disappearing from cold storage warehouses, about 5½ pounds of canned vegetables were shipped from canners' warehouses. During the 1947-49 period, the ratio averaged about 9 pounds of canned vegetables for each pound of frozen vegetables.

Canned corn accounted for almost one-fifth of the gain over 1947-49 for the canned vegetables. On the other hand, canned lima beans and green peas showed little gain from 1947-49 to the 1952-53 season—2 million and 4 million pounds, respectively.

The leading gainer among frozen vegetables was peas, which account for about 19 percent of the total increase.

The following tables show the comparison of the volume of shipments of canned and frozen fruits and vegetables during the 1952-53 season with average shipments during the 1947-49 period:

Relative Volume of Season Shipments of Canned and Frozen Foods

Fruits and Berries						Vegetables					
Commodity	1947-49 ave.		1952-53		Difference		Commodity	1947-49 ave.		1952-53	
	Canned	Frozen	Canned	Frozen	Canned	Frozen		Canned	Frozen	Canned	Frozen
(million pounds)							(million pounds)				
Apples.....	115.0	42.4	137.3	37.9	+ 22.3	- 4.5	Asparagus.....	117.4	19.5	129.7	26.2
Apple sauce.....	226.3	255.4	+ 29.1	Beans, G-W.....	486.1	44.8	550.5	90.1
Apricots.....	152.4	9.0	178.2	5.6	+ 25.8	- 3.4	Beans, Lima.....	80.3	70.7	82.4	115.2
Blackberries.....	17.6	15.5	19.0	12.5	+ 1.4	- 3.0	Beets.....	161.9	(a)	215.0	(a)
Blueberries.....	18.9	9.8	20.2	15.0	+ 1.3	+ 5.2	Broccoli.....	(b)	25.4	(b)	73.4
Cherries, RSP.....	106.4	79.3	134.5	79.0	+ 28.1	- 0.3	Brussels sprouts..	(b)	12.0	(b)	23.9
Cherries, sweet....	42.0	(a)	52.1	(a)	+ 10.1	(a)	Carrots.....	64.0	73.0
Fruit cocktail, etc.	396.7	(a)	435.1	(a)	+ 38.4	(a)	Cauliflower.....	(b)	12.0	(b)	29.5
Grapefruit.....	110.0	(a)	122.3	(a)	+ 12.3	(a)	Corn.....	814.7	40.3	922.8	76.6
Grapes.....	(b)	10.6	(b)	9.8	(b)	- 0.8	Peas.....	824.7	128.2	828.8	203.0
Peaches.....	802.4	30.4	903.6	31.9	+101.2	+ 1.5	Pumpkin and squash.....	65.0	7.4	114.9	12.5
Pears.....	229.3	(a)	300.8	(a)	+ 71.5	(a)	Sauerkraut.....	185.6*	237.2*
Pineapple.....	428.0	(a)	575.5	(a)	+147.5	(a)	Spinach.....	156.2*	43.0	183.4*	84.0
Plums and prunes..	67.6	6.7	76.0	5.3	+ 8.4	- 1.4	Tomatoes.....	718.4	729.6
Raspberries.....	10.4*	31.9	9.1*	30.3	- 1.3*	- 1.6	Cataup.....	345.4	423.0
Strawberries.....	2.9*	127.8	4.2*	196.4	+ 1.3*	+68.6	Chili sauce.....	24.9	29.9
Other berries.....	22.0*	15.5	11.5*	11.0	- 10.5*	- 4.5	Other vegetables..	66.4*	49.5	149.8*	116.4
Other fruits.....	105.8*	11.1*	147.9*	12.7*	+ 42.1*	+ 1.6*					
Total fruits.....	2,853.7	390.0	3,382.7	447.4	+529.0	+57.4	Total vegetables..	4,111.0	452.8	4,670.0	850.8

(a) Included in "other". (b) Negligible. * Production—not shipments. † Youngberries, loganberries, and boysenberries.

PUBLICITY

American Weekly Magazine

Amy Alden's two-page food article in the October 18 *American Weekly* magazine featured many canned foods.

The article, "Four Different and Delicious Ham Dishes," had not only recipes for the dishes using canned ham but suggestions for the entire menus. Among the dishes pictured in the handsome color photograph accompanying the article was a baked canned ham, mashed canned sweet potatoes, and a ham loaf topped with sliced pineapple. Other canned foods used in the recipes and suggestions were crushed pineapple, cranberry sauce, green beans, corn, tomatoes, cream of mushroom soup, minicatoes, date-nut bread, and peaches.

The *American Weekly* reaches about 10 million families with Sunday newspapers over the United States.

Parade Magazine

In the October 18 issue of *Parade* magazine, Beth Merriman's food article was entitled "Chicken Noodle Barbecue." Canned tomatoes and tomato paste were featured in the spicy barbecue sauce.

An attractive photograph showed the completed dish of tomato barbecue sauce on chicken and noodles.

Parade is the Sunday magazine section of 42 metropolitan newspapers with a circulation of approximately six million.

Forthcoming Meetings

- October 28—National Pickle Packers Association, 61st Annual Meeting, The Drake Hotel, Chicago
- November 2—Illinois Cannery Association, Fall Meeting, Bismarck Hotel, Chicago
- November 6—Osark Cannery Association, Fall Meeting, Colonial Hotel, Springfield, Mo.
- November 9—Association of Pacific Fisheries, 40th Annual Meeting (two business sessions), Seattle Golf Club, Seattle
- November 9-10—Wisconsin Cannery Association, 49th Annual Convention, Schroeder Hotel, Milwaukee
- November 9-10—Michigan Cannery Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- November 9-11—Grocery Manufacturers of America, Inc., Annual Meeting, New York City

November 11-13—Association of Food Industry Sanitarians, Annual Meeting and Conference, Claremont Hotel, Berkeley, Calif.

November 12-13—Iowa-Nebraska Cannery Association, Annual Convention, Hotel Fort Des Moines, Des Moines

November 19-20—Indiana Cannery Association, Annual Convention, French Lick Springs Hotel, French Lick Springs

November 23-24—Pennsylvania Cannery Association, 39th Annual Convention, Penn Harris Hotel, Harrisburg

November 30—Tennessee-Kentucky Cannery Association, Annual Meeting, University of Tennessee, Knoxville

December 3—Minnesota Cannery Association, 47th Annual Convention, St. Paul Hotel, St. Paul

December 3-4—Tri-State Packers Association, Inc., 51st Annual Convention, Haddon Hall, Atlantic City, N. J.

December 8—Maine Cannery Association, Annual Meeting, Falmouth Hotel, Portland

December 10-11—New York State Cannery and Freezers Association, Inc., 68th Annual Convention, Hotel Statler, Buffalo

December 10-11—Ohio Cannery Association, 46th Annual Convention, The Neil House, Columbus

January 4-6—Northwest Cannery Association, Annual Convention, Multnomah Hotel, Portland, Ore.

January 7-8—Cannery League of California, Annual Fruit and Vegetable Sample Cutting, Hotel Fairmont, San Francisco

January 7-8—Illinois Cannery Association and Illinois State Agricultural Experiment Station, Cannery and Fieldmen's Short Course, University of Illinois, Urbana

January 18-21—Canadian Food Processors Association, Annual Convention, Alpine Inn, Ste. Marguerite, P.Q.

January 19-21—Michigan Cannery Association and Michigan State Agricultural Experiment Station, Cannery and Fieldmen's Short Course, Michigan State College, East Lansing

January 19-22—National-American Wholesale Grocers Association, Annual Convention, Ambassador Hotel, Atlantic City, N. J.

January 21-22—National Pickle Packers Association, Winter Meeting, Roosevelt Hotel, New York City

January 23-25—National Cannery Association, 47th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Atlantic City, N. J.

February 2-5—Indiana Cannery Association and Indiana State Agricultural Experiment Station, Cannery and Fieldmen's Short Course, Purdue University, Lafayette

February 3-4—Minnesota Cannery Association, Seventh Annual Cannery and Fieldmen's Short Course, Leamington Hotel, Minneapolis

February 3-5—Pennsylvania Cannery Association and Pennsylvania State Agricultural Experiment Station, Cannery and Fieldmen's Short Course, Pennsylvania State College, State College

February 8-9—Tri-State Packers Association, Inc., and New Jersey State Agricultural Experiment Station, Cannery and Fieldmen's School, Rutgers University

February 9-10—New York State Cannery and Freezers Association, Inc., and New York State Agricultural Experiment Station, Cannery and Fieldmen's Short Course, New York Experiment Station, Geneva

February 10-11—Wisconsin Cannery Association and Wisconsin State Agricultural Experiment Station, Cannery and Fieldmen's Short Course, University of Wisconsin, Madison

February 15-16—Ohio Cannery Association and Ohio State Agricultural Experiment Station, Cannery and Fieldmen's Short Course, Ohio State University, Columbus

February 18-19—Iowa-Nebraska Cannery Association and Iowa State Agricultural Experiment Station, Cannery and Fieldmen's Short Course, Iowa State College, Ames

March 12-13—Utah Cannery Association, 42nd Annual Convention, Hotel Utah, Salt Lake City

March 15-16—Cannery League of California, 50th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara

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